



Retail Goods and Services Expenditures

Prepared by DCA

Counties: Montgomery, AL

Top Tapestry Segments:		Demographic Summary		2007	2012
Family Foundations	8.7%	Population		223,182	223,147
Metro City Edge	7.1%	Households		88,207	89,180
Modest Income Homes	7.0%	Families		56,967	56,424
In Style	7.0%	Median Age		35.0	36.0
City Commons	4.7%	Median Household Income		\$40,830	\$44,513

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	72	\$1,986.06	\$175,184,205
Men's	74	\$367.39	\$32,406,631
Women's	70	\$669.31	\$59,038,227
Children's	76	\$331.69	\$29,257,465
Footwear	65	\$328.96	\$29,016,522
Watches & Jewelry	79	\$155.59	\$13,723,889
Apparel Products and Services ¹	90	\$133.11	\$11,741,471
Computer			
Computers and Hardware for Home Use	78	\$171.58	\$15,134,326
Software and Accessories for Home Use	79	\$23.77	\$2,097,062
Entertainment & Recreation	78	\$2,663.90	\$234,974,471
Fees and Admissions	78	\$473.45	\$41,761,193
Membership Fees for Clubs ²	78	\$123.31	\$10,877,173
Fees for Participant Sports, excl. Trips	78	\$88.66	\$7,820,029
Admission to Movie/Theatre/Opera/Ballet	78	\$117.24	\$10,341,800
Admission to Sporting Events, excl. Trips	81	\$46.72	\$4,121,451
Fees for Recreational Lessons	75	\$97.51	\$8,600,740
TV/Video/Sound Equipment	81	\$938.20	\$82,755,685
Community Antenna or Cable Television	82	\$544.96	\$48,068,869
Color Televisions	80	\$110.66	\$9,760,931
VCRs, Video Cameras, and DVD Players	79	\$30.63	\$2,701,647
Video Cassettes and DVDs	80	\$48.42	\$4,270,741
Video Game Hardware and Software	81	\$26.68	\$2,353,471
Satellite Dishes	71	\$1.09	\$96,233
Rental of Video Cassettes and DVDs	82	\$48.81	\$4,305,132
Sound Equipment ³	77	\$122.26	\$10,784,205
Rental and Repair of TV/Sound Equipment	81	\$4.70	\$414,456
Pets	77	\$339.14	\$29,914,887
Toys and Games	80	\$144.89	\$12,780,222
Recreational Vehicles and Fees ⁴	74	\$337.07	\$29,732,303
Sports/Recreation/Exercise Equipment ⁵	68	\$156.23	\$13,780,771
Photo Equipment and Supplies ⁶	78	\$107.32	\$9,466,633
Reading ⁷	79	\$167.59	\$14,782,777
Food	80	\$6,698.23	\$590,830,977
Food at Home	79	\$3,997.06	\$352,568,847
Bakery and Cereal Products	79	\$573.02	\$50,544,659
Meat, Poultry, Fish, and Eggs	80	\$1,047.73	\$92,417,328
Dairy Products	79	\$432.41	\$38,141,954
Fruit and Vegetables	79	\$691.86	\$61,026,509
Snacks and Other Food at Home ⁸	80	\$1,252.04	\$110,438,397
Food Away from Home	80	\$2,701.17	\$238,262,130
Alcoholic Beverages	80	\$491.60	\$43,362,388
Nonalcoholic Beverages at Home	79	\$345.49	\$30,474,262



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	80	\$1,194.31	\$105,346,115
Vehicle Loans	80	\$4,910.07	\$433,102,889
Health			
Nonprescription Drugs	81	\$98.82	\$8,716,870
Prescription Drugs	82	\$474.27	\$41,833,988
Eyeglasses and Contact Lenses	79	\$65.33	\$5,762,253
Home			
Mortgage Payment and Basics ⁹	75	\$6,555.36	\$578,228,503
Maintenance and Remodeling Services	73	\$1,449.53	\$127,858,602
Maintenance and Remodeling Materials ¹⁰	71	\$268.03	\$23,642,557
Utilities, Fuel, and Public Services	81	\$3,570.34	\$314,929,241
Household Furnishings and Equipment			
Household Textiles ¹¹	78	\$108.36	\$9,557,993
Furniture	79	\$505.43	\$44,582,058
Floor Coverings	74	\$66.81	\$5,893,393
Major Appliances ¹²	76	\$222.13	\$19,593,736
Housewares ¹³	74	\$77.79	\$6,861,827
Small Appliances	77	\$28.48	\$2,511,953
Luggage	80	\$8.24	\$727,037
Telephones and Accessories	68	\$32.29	\$2,847,961
Household Operations			
Child Care	80	\$334.59	\$29,513,517
Lawn and Garden ¹⁴	76	\$339.09	\$29,909,869
Moving/Storage/Freight Express	79	\$42.48	\$3,747,434
Housekeeping Supplies ¹⁵	79	\$610.72	\$53,869,666
Insurance			
Owners and Renters Insurance	79	\$379.80	\$33,501,183
Vehicle Insurance	80	\$1,164.70	\$102,734,616
Life/Other Insurance	79	\$504.37	\$44,488,641
Health Insurance	79	\$1,564.16	\$137,969,432
Personal Care Products ¹⁶	80	\$379.12	\$33,441,179
School Books and Supplies ¹⁷	82	\$98.76	\$8,711,075
Smoking Products	83	\$403.08	\$35,554,672
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	79	\$4,516.04	\$398,346,597
Gasoline and Motor Oil	79	\$1,612.61	\$142,243,113
Vehicle Maintenance and Repairs	79	\$837.39	\$73,863,890
Travel			
Airline Fares	77	\$313.10	\$27,617,186
Lodging on Trips	77	\$313.34	\$27,639,185
Auto/Truck/Van Rental on Trips	77	\$33.60	\$2,964,137
Food and Drink on Trips	77	\$364.00	\$32,107,336

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Expenditure data are derived from the 2002, 2003 and 2004 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2007 and 2012.



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¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

³**Sound Equipment** includes sound components and systems, CDs, tapes, records, needles, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁵**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

⁶**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁷**Reading** includes newspapers, newspaper subscriptions, magazines, magazine subscriptions, and books.

⁸**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

⁹**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹⁰**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, insulation materials, and materials to finish a basement, for owned homes.

¹¹**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

¹²**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹³**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁴**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁵**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrapping supplies, postage, and delivery services.

¹⁶**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

¹⁷**School Books and Supplies** includes books and supplies for college, elementary school, high school, and preschool.

¹⁸**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.